



## Space Science Education and Public Outreach (E/PO) New Frontiers Pre-Proposal Conference

*Inspiring the Next Generation of Explorers . . .*

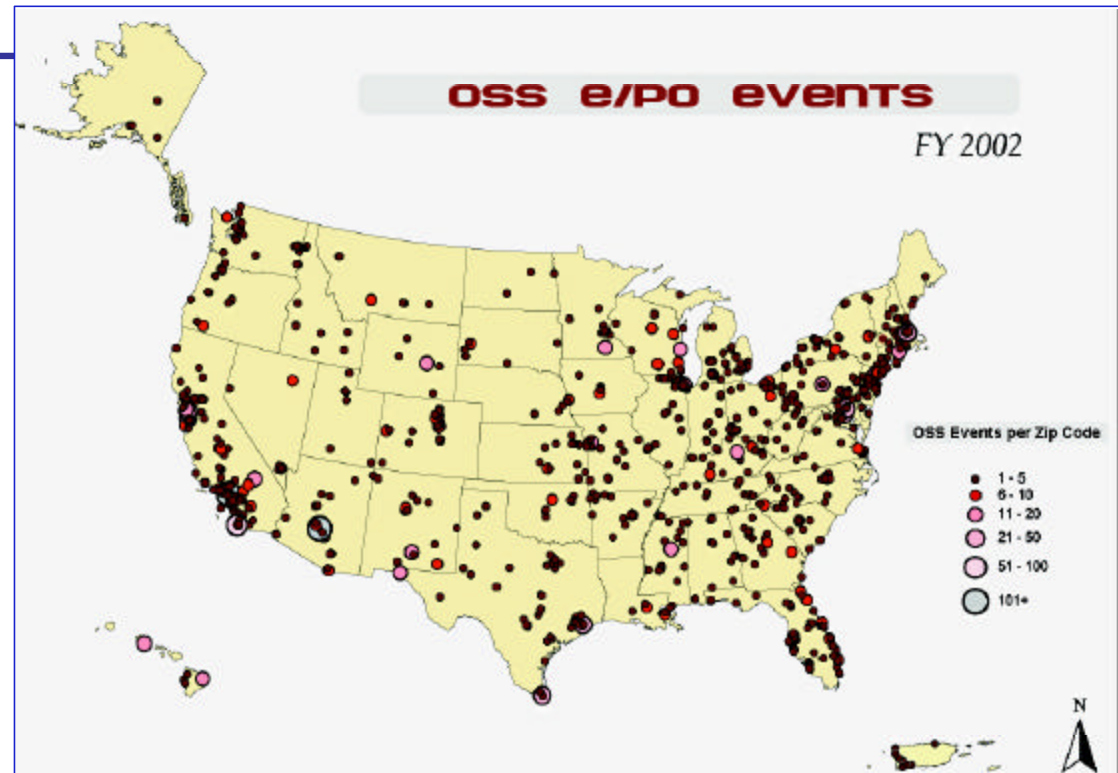


*. . . as only NASA can.*



# Extent of FY 2002 OSS E/PO Program

- 330 E/PO activities and 70 new products.
- More than 3,500 discrete E/PO events.
- Presence in all 50 states, DC, and PR.
- Presence at more than 20 national and 30 regional E/PO conferences.
- 30 awards and other forms of public recognition received.
- Estimated participants:
  - Over 360,000 direct participants in workshops, community and school visits, and other interactive special events.
  - Over 1.6 million visitors for museum exhibitions, planetarium shows, public lectures, and special events
  - Over 6 million Internet participants for web casts, web chats, and other web events.
  - Accessible to 200 million through conference exhibits, radio and television broadcasts, newspaper columns, and other forms of public media.





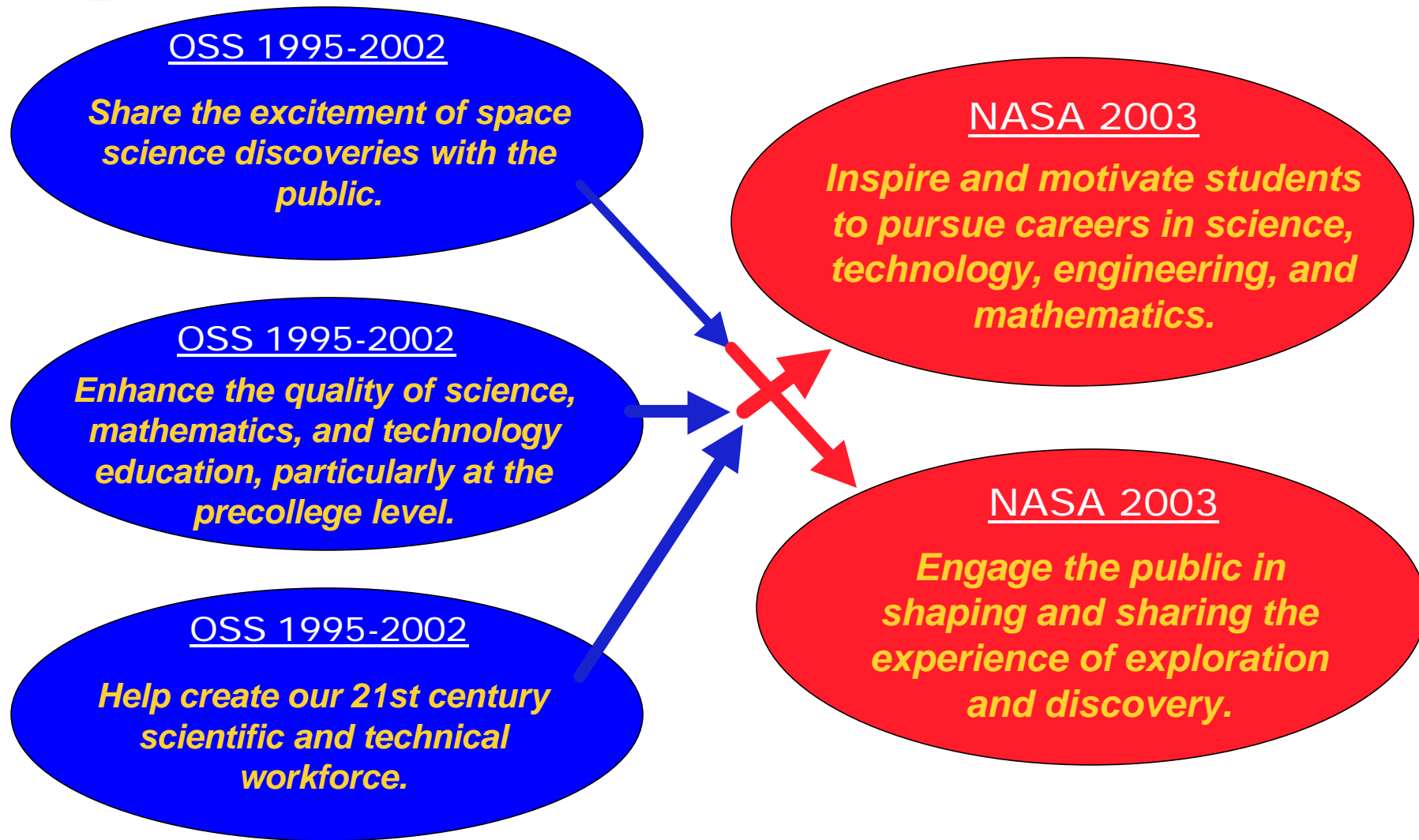
# Contributors to FY 2002 OSS E/PO Program

- Over 100 OSS Missions and Programs.
- Over 1,000 OSS-affiliated scientists, technologists, and support staff.
- Over 500 institutional partners, including:
  - ~ 150 science centers, museums, and planetariums.
  - ~ 20 precollege educational organizations, school districts and boards.
  - ~ 175 science institutions and organizations, colleges and universities (including 29 minority institutions).
  - 12 professional societies of minority scientists and organizations promoting minority participation in science.
  - ~ 120 libraries and community organizations.
- Over 1500 institutions participating as host sites for OSS exhibits and events.



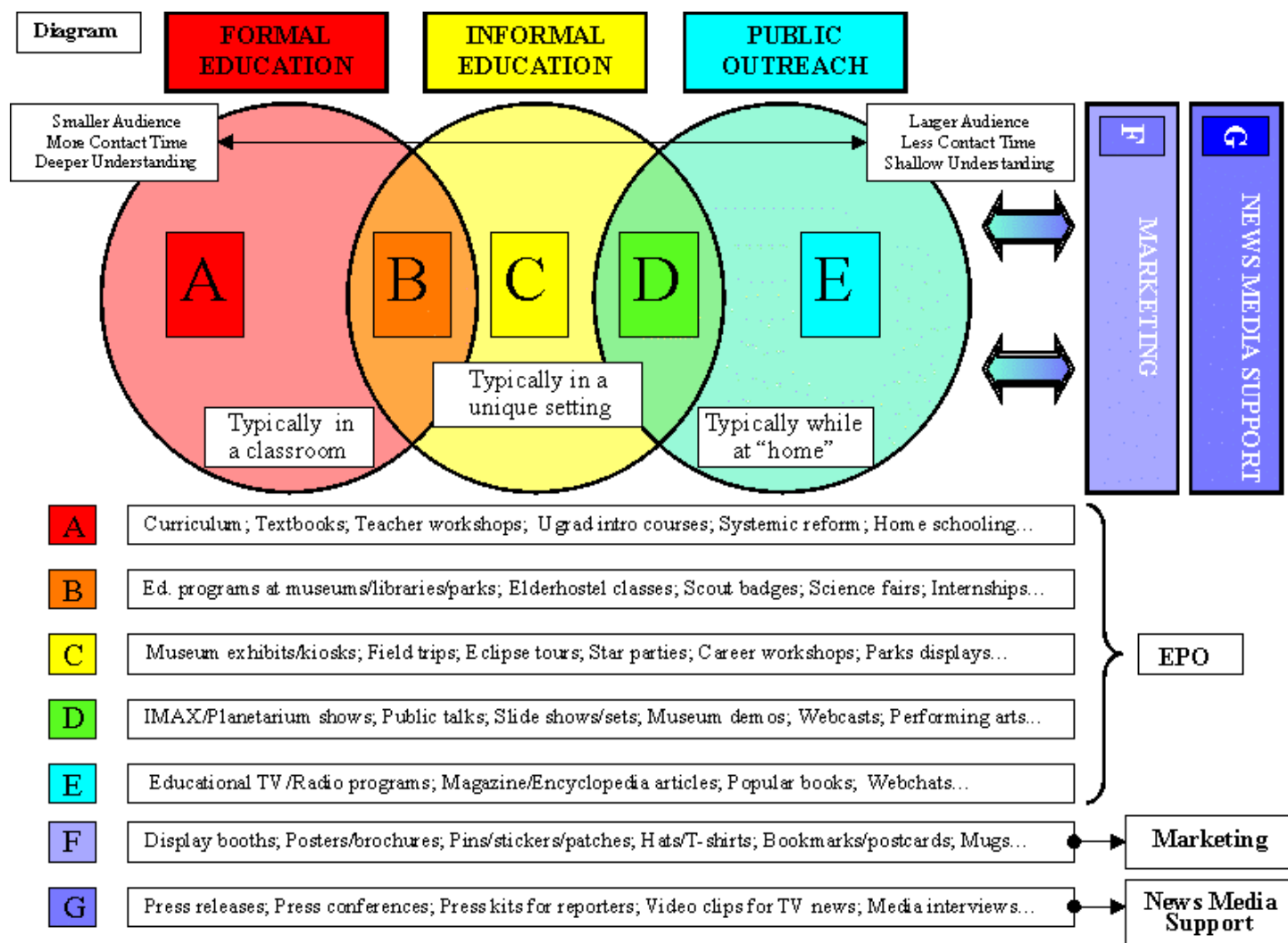


# Evolution of NASA E/PO Goals





# Distinguishing E/PO from Public Affairs







# New Frontiers E/PO Requirements Proposals and Concept Studies

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- Initial Proposal:
  - Statement of understanding of E/PO requirements and commitment to E/PO goals.
  - Brief overview of planned E/PO activities *including any unique characteristics of the mission that might provide unusual opportunities for E/PO.*
- Concept Studies:
  - Full E/PO implementation plan that *will play an explicit role in the evaluations leading to confirmation for implementation leading to flight.*



# New Frontiers E/PO Requirements Goals, Objectives, and Expectations

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- Specific E/PO guidance and expectations for space science E/PO is given by the
  - Space science E/PO Focus Areas listed in this NRA and detailed in the *2003 NASA Space Science Strategy* at <http://spacescience.nasa.gov/admin/pubs/>
  - Space science E/PO evaluation criteria in the *Explanatory Guide* at <http://spacescience.nasa.gov/education/scientists/>
- The evaluation criteria and the explanatory guide are currently being revised in response to new NASA E/PO Goals/Objectives.
  - The revised criteria will apply to New Frontiers Concept studies.
  - The revisions are being done in such a way that the content of and expectations for space science E/PO will remain essentially unchanged.



# Key Issues for New Frontiers E/PO Plans

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- **Commitment** to a substantial E/PO program
  - *fund at 1-2% of the total mission cost, phased according to E/PO needs.*
- Relationship of the planned E/PO program to unique scientific or technical aspects of the mission.
  - *. . . as only YOUR mission can!*
- **Direct involvement** of science team members in E/PO.
- Effective **partnerships** with institutions and/or personnel in the fields of education and/or public outreach.
- **Evaluation** of effectiveness and impact.
- For formal education, **alignment** with and **linkage** to national, state, or local education reform efforts.
- Contributions to the training, involvement, and broad understanding of **underserved and/or underutilized groups** in science and technology.
  - *Bring in knowledgeable partners at the very first stages of your planning.*
- Potential to expand scope.
  - *High leverage is essential.*





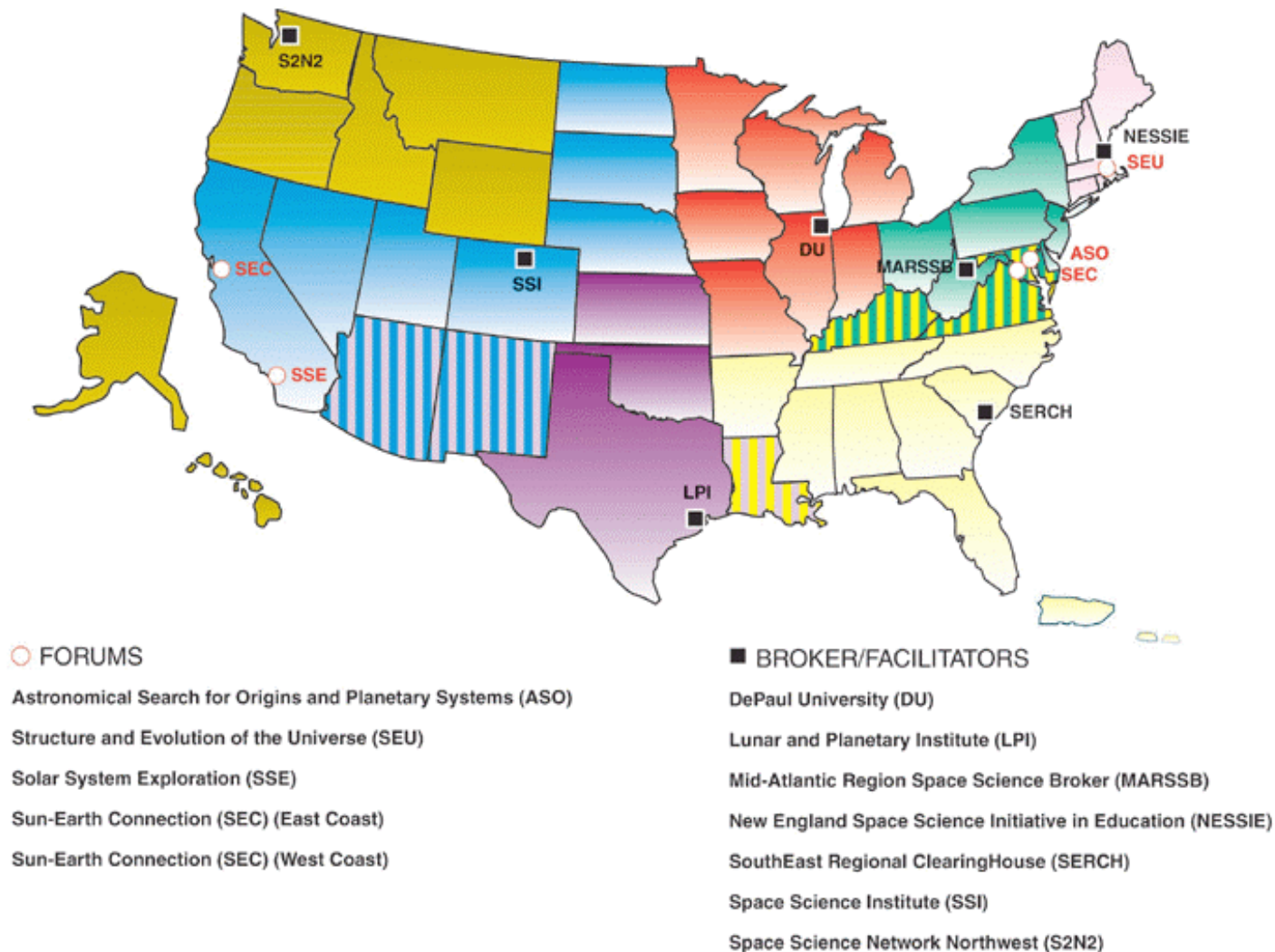
# OSS Education and Public Outreach Sources of Information

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- A Short Reading List:
  - OSS Education and Public Outreach Strategy
  - OSS Education and Public Outreach Implementation Plan
  - OSS Explanatory Guide for the Education/Public Outreach Evaluation Criteria
  - OSS Education and Public Outreach Annual Reports
- The OSS “Explanatory Guide”
  - Describes in more detail what the Evaluation Criteria mean
  - Contains answers to “Frequently Asked Questions”
  - Was developed to ensure that E/PO efforts are prepared and evaluated on a consistent basis
  - Will be revised before Concept Studies begin.
- OSS E/PO Support Network.



# OSS E/PO Support Network





# OSS Education and Public Outreach Support Network Services

<http://space.science.nasa.gov/education/resources/ecosystem/>

- Forums
    - Coordinate E/PO efforts of missions within a given space science theme area.
    - Advice and assistance in coordinating your E/PO plans
      - with those of other missions
      - with the overall theme approach to E/PO.
  - Broker/Facilitators
    - Regional focus across all space science themes.
    - Advice and consultations on
      - developing E/PO plans and projects.
      - locating education partners
      - locating partners from underserved/underrepresented communities.
      - regional and community needs.
- Operating Principles
    - The Support Network will provide advice and consultation, but will not participate in the actual preparation or review of your proposal.
    - All pre-proposal discussions are treated as proprietary.



# Space Science E/PO Contacts

## NASA Headquarters

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